Music Films Pioneers Tape To Film Videos

Reversing the customary procedure of transferring film-to-tape and then editing on tape is fast becoming standard procedure at ADM Video Productions of Jericho, New York. First it was the feature film, "Ryder, P.I.", written and directed by Carl Hosch and now ADM is handling Frank Haskell's music video, "Jeannie Boppin' Jeannie", which they shot and edited in Betacam transformed to 35mm motion picture film complete with stereo sound track. Why? "There are new theatrical markets for music videos that require their projection with motion picture film," says Ralph Ackerman, one of ADM's music video specialist. One such market that Ackerman is referring to has been created by Music Motions, a company that takes music videos and places them in movie houses as short subjects. Music Motions call these Music Zaps. Ackerman also can see the possibility of releasing long form music videos to the movie houses. "You can take the creative input of the filmmaker and apply it to the entire album complete with transistions between songs and make a feature film to release to the movie houses," says Ackerman.

The use of the new video tape formats will help music labels get more product into the movie houses by diverting high below-the-line cost of film into the important creative areas in the above-the-line costs. The Betacam broadcast system with its component feature is key to a good tape-to-film transform as it allows for color correction and helps rid the transform of such items as ringing. Image Transform, Inc. of North Hollywood California has spent the last year testing the Betacam system. They recommend that to utilize Betacam to its fullest potential, it must remain in its component form, from production through to tape-to-film transform. If the signal is never encoded they believe the image quality of the transform is superior to that which can be achieved from any current broadcast standard.

ADM also points out further below-the-line cost saving with the new Betacam format. It is lightweight and portable allowing crews to work more efficiently. The fact that Betacam is a small format tape cassette saves considerable time in post production costs. "We use Betacam cameras and Betacam editing to produce the fashion network show, YOU!" says Ackerman. "It's hard to find a reason not to use Betacam", he adds.

Presently ADM Video Production's Ralph Ackerman is working on two Music Films projects. Rich Casey of ADM Video is working on an extensive classical music longform video for a major label. The sound of music at ADM even can be heard in their new state-of-the-art Stereo Hi-Fi Duplicating department.

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